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CS-360: Final Project Launch Plan

SNHU

I’ve put together a launch plan so that I can publish my “Weight Loss Tracking” application to the Google Play Store. The description of my application will be outlined as a mobile Android application that helps users set a goal weight in wish they’d wish to achieve, while the ability to log their daily weight and progress as they strive to reach their goal. The benefits that my application provides is its user-friendliness, it helps motivate users achieve their weight loss goals, and empowers users to continue to interact with it because it’s so intuitive and yet easy to use. My application will be able to run on any modern successful Android OS versions, such as 7.0 (Nougat) and up to 12.0 (Ice Cream). In Android studio I’ve set the emulator to work on 7.0 to current however, in the future when a new version is released, I may have to refactor the code so that it’s still compatible with the most current version. The permissions that my application asks users for are the ability to send SMS notifications when a user reaches their goal weight, the accepting of standard terms and conditions, and the ability to enable or disable notifications and alerts. My application will also hold users’ private information that they signed up to use the app with, such as name, email address, phone number, password, and their weight that’s been tracked however, none of that information will be shared external outside of the users that interact with the application. The application also does not record or user a microphone, so that’s not a concern from a standpoint of user privacy. In order to monetize on the application, I intend to expand it into a larger platform so that it can be used as both a dieting and fitness application. Although the app with be free to use, there will still be advertisements on the app to generate revenue, as well as the ability for users to purchase diet and fitness plans as an upgrade as a subscription based service.